

In the news

December 2011 – February 2012

Alex Otto featured on The One Show, discussing the new crime scene training facility for Forensic Science students at BU.



Press and PR team

James Donald: 01202 961032

Sally Gates: 01202 961041

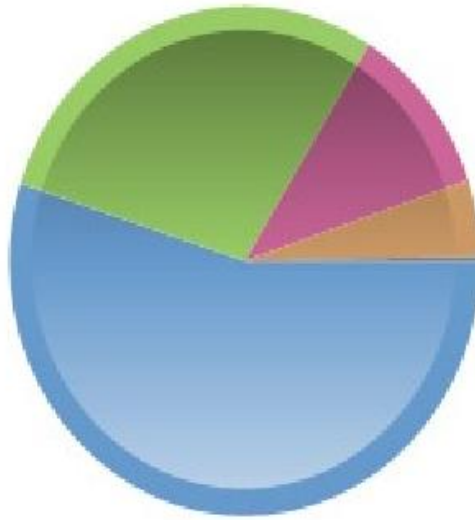
Tania Willis: 01202 963963

Kirsti Pawlowski: 01202 963555

Emma Wray: 01202 961328

If you have a story of interest, contact the Press and PR team on:
newsdesk@bournemouth.ac.uk

Snapshot of coverage



Online Magazine (International)
Newspaper Broadcast

55% Online

28%
Newspaper

11% Magazine

5% Broadcast

1%
International

MailOnline India



The **INDEPENDENT**

theguardian

**the
one
show**

THE  **TIMES**

Students dig in to help clean up Meyrick Park

4:00pm Thursday 19th January 2012 in

By Stephen Bailey »

 Print  Email  Comments(5)

 Tweet < 0  Send  Like < 1

STUDENTS are restarting a clean-up to stop flashers and 'sexual activity' in [Meyrick Park](#) Bournemouth.

The police asked for volunteers to help cut back and tidy up the undergrowth to stop people hiding in the bushes.

Work restarts tomorrow and continues through the spring after a successful autumn and winter campaign.

Ward councillor Andrew Morgan said: "I think this is a really good example of students helping the community.

"It's been done to stop the daytime sexual activity. There have also been reports of flashers.

"It's good to see non-native species being taken out of the park to improve safety for everybody.

The Echo revealed in 2010 how a gay sex website listed Meyrick Park as one of Dorset's most popular cruising spots, with 65,700 page views.

To stop people using the area, volunteers from the Student Union [Bournemouth University](#) are cutting back the undergrowth, picking up rubbish, and planting native species.

DAILY ECHO
Established 1900

19 January 2012



UNWANTED ALIEN: Students from Bournemouth University helping to clear the rhododendrons in Meyrick Park just before Christmas



Stephen Jukes and Sofronis Efstathiou discuss the fantastic success of media school alumni. Over 70 alumni worked on four out of the five films nominated for a visual effects award at this year's Oscars, including the winning film, Hugo.



Engaging undergraduates in research: live chat, Friday 13 January

Involving undergraduates in research is becoming increasingly popular but how do you ensure both students and academics gain from the experience? Join the debate

Heather Hartwell, associate professor, Bournemouth University

Heather is a registered nutritionist whose aim is to provide a learning environment which is both academically stimulating and vocationally relevant. She has recently been involved in the PHORUS (Public Health Open Resources in the University Sector) project, an initiative designed to test practical benefits of providing Open Educational Resources in HE. Twitter: @bournemouthuni



hhartwell

13 January 2012 12:13PM

Response to [stuarthr](#), 13 January 2012 12:00PM

@Stuarthr – I think that the BCUR initiative is brilliant – we have 10 students this year from Bournemouth University, School of Tourism who have been accepted to participate and I can't tell you how excited they are that firstly their work has been recognised and secondly that they have the opportunity of going to a conference (which they think is a very 'mature' activity). It looks good on their CV and is beneficial for their confidence.

I am pleased to see the interest that this topic has generated. I am an Assoc Prof at Bournemouth University where we have recently embraced the concept of 'fusion' – that is incorporating education and professional practice within our research agenda.

To a certain extent it is something that I have been doing anyway – in that often I find that I can take undergraduate dissertation data (the good ones!) and work them up into a short paper and have published. For example a student last year was studying menu labelling, collected some excellent data from our staff restaurant and this was then presented at an International conference. Excitingly, this has lead to me being invited to Montclair University in the US to expand the research direction within care homes.



Salisbury Journal

Archaeologists make virtual map of Neolithic Stonehenge



21 December 2011 Last updated at 21:54

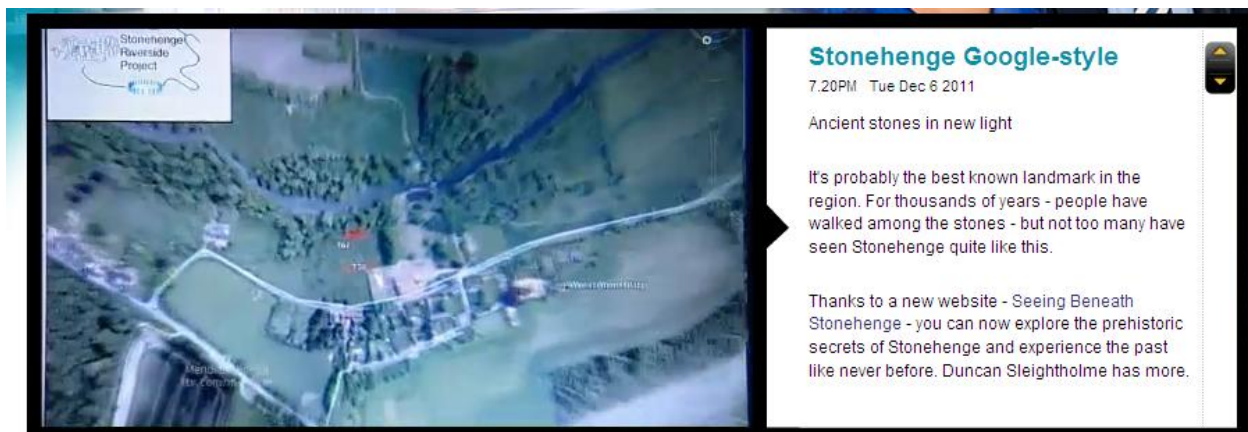
A team of archaeologists from Bournemouth University have created a virtual prehistory map.

They created an application within Google Earth to show what the Stonehenge area would have looked like in Neolithic times.

The app is free to download and they believe it could be extended to historic sites around the world.

Meridian Regional News
itv Meridian Tonight

6 December 2011



theguardian

07 February 2012

Google Earth: the view from 4,000 years ago

Archaeologists have used new software to allow greater access to the wonders of Stonehenge



03 January 2012

Businesses lining up a queuing strategy

Sue Eccles, head of education at the Media School at Bournemouth University, is an expert in consumer behaviour. She says that while there is a British tradition of tolerance of queues, there is a hint that people are becoming more impatient.

"New technology allows us to do things in our own time but queues are the antithesis of this," she says, admitting that the last big queue she stood in was at a post office.

"For many of us, when we are shopping or browsing online, we expect an instant response. That cuts across to other aspects of our lives. If we are going shopping, we expect to go straight to the till and pay fairly promptly.

"We will tolerate short queues but I think people now question the lengthy queues you sometimes see in post offices and some department stores."

On some occasions - such as the Wimbledon tennis championships or the January sales - standing in the queue for many hours is a source of pride.

"They do not queue just to be the first one to get in. There is a status in queuing. Sometimes a queue is very cool," she says.

The difficult balance to strike, she says, is for businesses and organisations to entertain those who are queuing for the experience, while ensuring efficiency for those carrying out a functional task.

“

If you are trying to pay the council tax bill, then you do not want to be entertained”

Dr Sue Eccles

Bournemouth University

Tests show fastest plane boarding



22 December 2011

Education at the heart of Colten Care

With the number of people in the UK living with dementia expected to reach one million by 2021, Colten Care, has established strong educational links to ensure that all residents living with dementia are offered the best treatment and care possible.

More than 64% of people living in care homes have a form of dementia* and the standard of care differs greatly between providers. Based in Hampshire, Wiltshire and Dorset, Colten Care has a proven track record for delivering quality care in quality facilities and its specialist dementia homes and units have received very good reports by the Care Quality Commission.

In partnership with Bournemouth University**, Colten Care has developed a bespoke dementia training course, designed to educate staff to better understand what dementia is and how it impacts upon the person living with it and their family.

THE TIMES

30 January 2012

A parasite that could wipe out Britain's salmon stocks is spreading north, scientists claim (Oliver Moody writes). The lethal disease, known as the Rosette Agent, attacks fish such as trout, salmon and graylings. Professor Rudy Gozlan, from Bournemouth University, said in a paper in the journal *Parasitology*: "It slowly takes the resources away from the tissues, so the fish start to lose weight and eventually die."



5 January 2012

Big-screen vision breaks academic boundaries

A researcher from Bournemouth University has published what he describes as a pioneering example of "scholarship in the guise of a film script".

Kip Jones, a reader in qualitative research, is now an expert on performative social science, which asks people to write poetry or draw a picture in preference to an interview.

While working on a PhD about informal care, he became fascinated by the work of the German-born developmental psychologist Klaus Riegel (1925-77) and the American social psychologist Kenneth Ger-

gen, who is now senior research professor of psychology at Swarthmore College in Pennsylvania.

He then noticed that these key figures in his research development had both presented papers at a conference in Morgantown, West Virginia in 1976.

Dr Jones began to imagine his heroes developing their ideas as they shared a train journey back to their respective universities. Both were at turning points in their intellectual lives. Perhaps it was their meeting that propelled Professor Gergen into forging his highly influential

theories of social constructionism?

"Gergen is a giant to our generation", explained Dr Jones, "so it was good to look back to a time when he was insecure...I wanted to examine how breakthroughs come, and the price people pay for them."

"I also wanted to bring in references to newspaper headlines and the films they've seen, because those things were influencing them without their even being aware of it."

Dr Jones first presented his "dialogue which never happened" as an audiovisual piece at the Free University of Berlin in 2002 in the pres-

ence of Kenneth and Mary Gergen.

He has now reworked it as a film script and published it in a special issue of *Psychological Studies* devoted to Professor Gergen's career.

Although "On a Train from Morgantown" may represent a first in an academic journal, Dr Jones believes that the idea has great potential.

"Reading a few film scripts, I realised that their formulaic brevity leaves more room...to engage the reader's imagination in the content of the dialogue than in standard 'academic' writings," he said.

matthew.reisz@tsleducation.com

25 February 2012



Bournemouth University's midwife training facility opens

A midwife training facility has opened at Bournemouth University.

The centre is part of an £18m Portsmouth Primary Care Trust funded project to refurbish St Mary's Hospital into St Mary's Community Campus.

Professor Gail Thomas, dean of health and social care and applied sciences, who is also a midwife, said she was "delighted" with the new facilities.

"The developments at Portsmouth will enhance the experience of our east-based student midwives" she added.

The facility includes two 50 seat lecture theatres, a 16 seat PC lab, and a three bed practice skills room fitted with cameras.



The facility includes a three bed practice skills room fitted with cameras

theguardian

20 February 2012

The rise and rise of the student entrepreneurs

Graduate Careers
Many undergraduates
are going into business
while still at college.
Anna Tims reports

. Lauren Mouldsley, 19, bought an Avon franchise on her 18th birthday after discovering that even Saturday jobs in retail required previous experience. She is now studying events management at Bournemouth University and runs her business on the side, selling Avon products to fellow students. "I don't get a grant and my maintenance loan doesn't cover all my costs, so the extra money is essential to get me through," she says.

Bournemouth seeks Indian VFX students... After alumni got the Oscar for visual special effects for film Inception



Delegates from Bournemouth University are on a threeweek India tour and they were in the Capital last week.

Unlike the other UK universities, who are mostly looking for research collaborations besides attracting students to study in UK, these officials, Elizabeth Tyson and Alex Tattersall, were more focused on recruiting Indian students to Bournemouth University.

They are meeting prospective students and their parents and working alongside agents and partner colleges.

'We have partnerships with Indian colleges and institutions such as Jai Hind College in Mumbai, but the main purpose of our trip is to meet prospective students who are interested in the courses and programmes that our university is known for,' said Elizabeth Tyson, international officer for international marketing and student recruitment.

Famous for its media school for not only its digital media and animation courses but also for Andy Lockley, Bournemouth alumnus, who won Oscars for visual effects for Inception, The Media School at Bournemouth is home to the National Centre for Computer Animation (NCCA), the Bournemouth Skillset Media Academy and is also recognised as a Centre for Excellence in Media Practice (CEMP) in UK.



19 January 2012

Media  on
Monday

IAN BURRELL

'Press ethics? It's like asking Harold Shipman's advice on medical ethics'

Stephen Jukes, dean
of the media school at
Bournemouth University
and former head of news
at Reuters, notes how

the market will be "radically different" in five years with the spread of news across online sources. He would like Leveson to focus more on matters which affect journalism in general, such as privacy, libel and content. "At some stage the inquiry has got to start covering much more fundamental questions," he says.

Which?

27 February 2012

FOOD LABELLING | **FOOD & HEALTH**

'WEASEL WORDS'

Heather Hartwell, associate professor in food service and applied nutrition at Bournemouth University told us: "These words fall into the "affective" category. They allude to emotions that can trigger happy memories such as grandma's apple pie. Manufacturers, retailers and caterers play the nostalgia card and it persuades consumers to buy their goods.'

Other words provide a sensory description – 'crisp', 'succulent' and 'rich' are used frequently on premium products to indicate luxury. In the industry these are known as 'weasel words' – employed to encourage consumers to buy a product.

Things can only get better - with more study

Stars in fields from pop music to politics have reaped personal and professional benefits from taking time out for further learning

Anyone starting a postgraduate course this year, or perhaps beginning to look into the options, is bound to have a few doubts or some questions about their choices. So it's probably good to know that many successful students, from pop stars to presidents, have walked this path previously – and have gone on to do rather well.

Irrespective of your current level of fame, a postgraduate qualification has the potential to aid your career. "In an increasingly competitive and crowded careers market, postgraduate qualifications, particularly in specialised areas, are proving ever more important in helping people improve their skills and knowledge," explains Mark Ridolfo, a senior lecturer at The Business School, Bournemouth University.

Edinburgh tourism sector set to unveil 2020 vision

22 January 2012

Edinburgh is to launch its new tourism strategy next week, projecting progress for the visitor sector up to 2020, including a "stretching" growth target for the rest of the decade.

Billed as the city's most significant tourism development plan for 20 years the strategy comes as the UK's leading expert in the marketing of tourism destinations, Professor Alan Fyall of Bournemouth University, warned that the capital's "minuscule" city marketing budget of £1.7 million must be dramatically increased if the city is to remain competitive on the national and international stage.

The Edinburgh Tourism Strategy, led by the Edinburgh Tourism Action Group (ETAG), will be unveiled by Tourism Minister Fergus Ewing on Wednesday, and is the outcome of an exhaustive business consultation process "to build a consensus among stakeholders about what we can achieve".

17 February 2012

Bournemouth University opens new forensic science 'crime scene'

A new training building offering realistic scenarios for forensic science students is due to open in Dorset

Bournemouth University has used dummies to set up fake scenes including a "decomposing man on a bed and a woman strangled by her own tights".

A spokesman said the "very realistic" rooms also included an "illicit drugs den" and a "robbed bank".

The building will be available to students from Monday.

Alex Otto, demonstrator in forensic science at the university said the rooms would allow students on two undergraduate courses to "fine tune their practical skills such as finger printing and collecting forensic evidence in a realistic situation".



Bournemouth University students will start investigating the crime scenes from Monday

Related Stories

University to charge up to £9,000

Forensic Science

**the
one
show**

21 February 2012



Alex Otto, Forensic Science demonstrator, discusses the new Crime Scene Training Facility for Forensic Science students at BU.

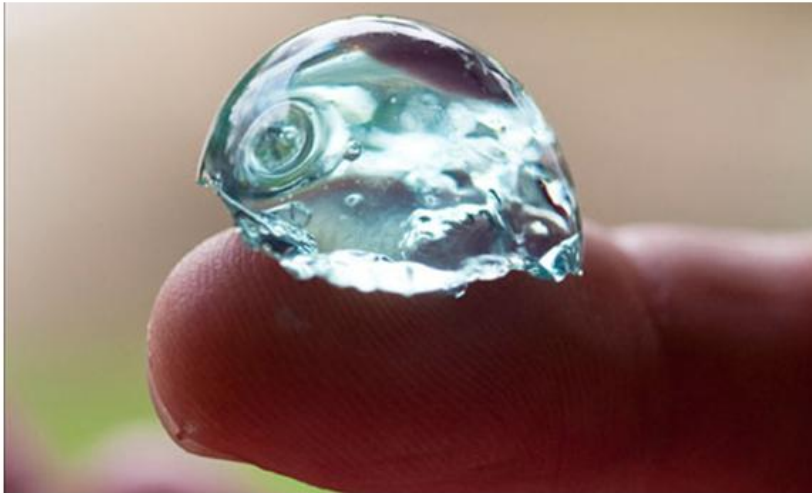
31 January 2012

BBC
NEWS

MailOnline theguardian

Blue balls mystery close to being solved

Scientists rule out possibility that jelly-like marbles that fell in Dorset garden could be living material



One of the blue marble-like balls that fell to earth in the Dorset garden of Steve Hornsby.
Photograph: Phil Yeomans/BNPS



ABC
Australian
Broadcasting
Corporation

A jar of the objects was taken to the school of applied sciences at Bournemouth University, which provided an initial analysis on Tuesday.

Research assistant Josie Pegg said: "Speculation on the nature of the mystery jelly balls has provided much entertainment, but now that we have possession of a sample we can rule out some of the early guesses. Having examined the balls under a high-powered microscope, we can discount living material."

theguardian

27 February 2012

Live discussion: how can housing help manage dementia?

Professor Jonathan Parker is deputy dean for research and enterprise and director of the [Centre for Social Work and Social Policy](#) at Bournemouth University



Jonathan Parker
27 February 2012 1:40PM



Response to [carolynd](#), 27 February 2012 1:09PM

Good point you raise, Carolyn, about the personal search for information that perhaps many of us have been involved in, and the professional knowledge we have or we use to inform others seeking it. I remember only too well my sister and I searching appropriate accommodation for our mother and despite many years in social care research feeling initially out-of-depth. Combining this 'personal' and 'professional' knowledge of information and advice can pay dividends and is something we may use to inform some of the research that we, at Bournemouth University, will be undertaking with EAC.

Bournemouth Uni @bournemouthuni 23h
Blue balls burst - The School of Applied Sciences gets to the bottom of the mysterious spheres found in Bournemouth <http://ow.ly/8MIRi>



Reached 6,701 people

Bournemouth Uni @bournemouthuni
RT @stirlingfellow: Do PRs need a degree? Professor of PR @twatson1709 adds to the debate with @therealprmoment <http://tinyurl.com/6m5k83k>



Reached 6,336 people

Bournemouth Uni @bournemouthuni 5h
How will #HE #REF #ImpactAssessment change #SocialWork? See paper in Practice journal @timeshighered @AnnMroz <http://ow.ly/8NNej>



Reached 7,302 people

Bournemouth Uni @bournemouthuni 21 Feb
We're on The One Show sofa tonight! Feature on our new Crime Scene Training Facility and Alex Otto from 7pm on BBC1. <http://ow.ly/9cm6Z>



Reached 8,386 people



People in the news

Colette Cherry, Policy adviser to the vice-chancellor

“At Bournemouth, I hold policy seminars for staff and students to try to stimulate debate around the big policy issues”

Stephen Jukes, Dean of the Media School

“At some stage the Leveson inquiry has got to start covering much more fundamental questions”

Mark Ridolfo, the Business School

“Postgraduate qualifications, particularly in specialised areas, are proving ever more important in helping people improve their skills and knowledge”

Elizabeth Tyson, international officer for international marketing and student recruitment

“Our media school is known the world over for its courses in digital media and animation”